

ABSTRACT

In a member card administration system which uses a rewritable card, and which makes common, service cards of a shop which has become a member, and which enables setting of services independently for each shop, a client administrative server

5 101 is provided with a communication section 1 for sending and receiving data related to a client via a computer network 104, and a client response recognition section 2 for recognizing access to the client administrative server 101 and judging the operation content contained in the received data, and distributing this to each section.

Furthermore, there is provided a private information administration section 4 for

10 recording and administering private information of a client received by the communication section 1, in a private information DB 3, a purchase history administration section 6 for recording in a purchase history DB 5, purchase history information of a client, a service point administration section 8 for recording and administering service point information of a client in a service point DB 7, and a service
15 information administration section 10 for recording and administering service information of a shop in a service information DB 9.